
Doing More with Simple Learning Platforms

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Learning Ninjas 

Traditional Delivery Mechanisms



Other issues to consider:

- **Accessibility**
- **Responsive Design**
- **Measurement**
- **Global Audience**

Option 1: WordPress





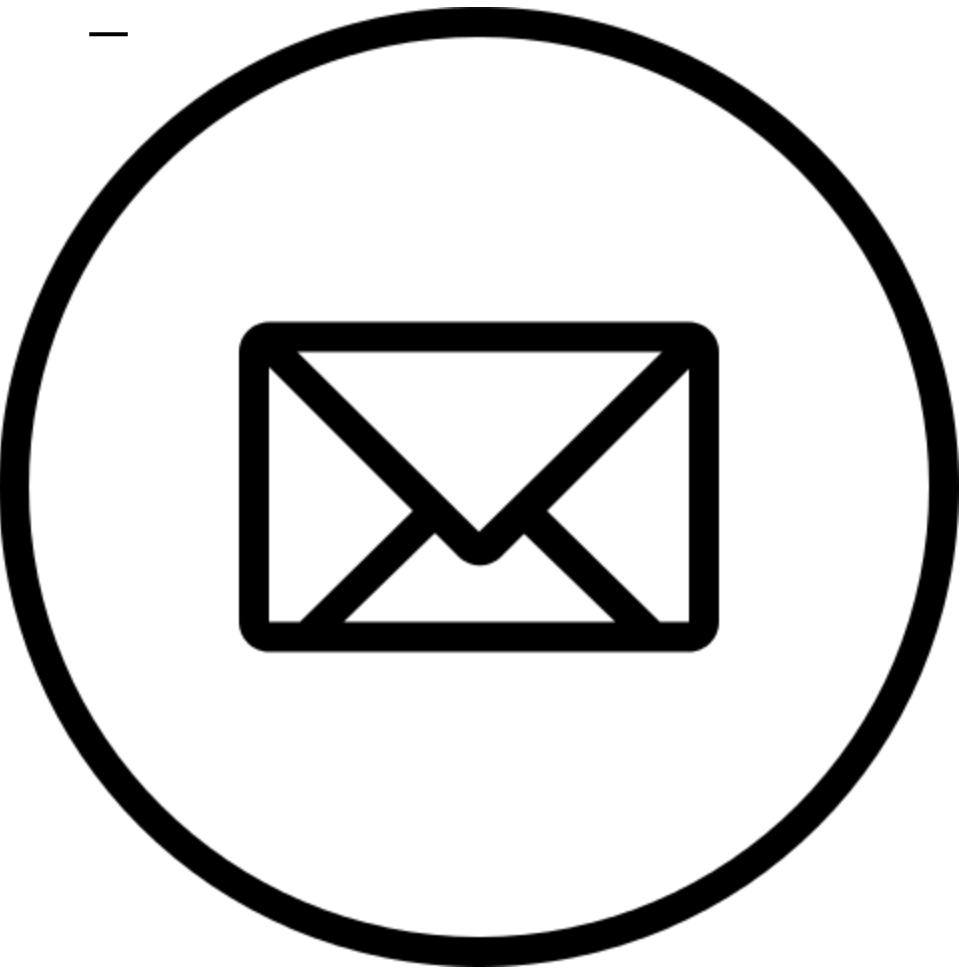
1: WordPress

- Social
- Responsive
- Accessible
- xAPI

Examples:

[Learn xAPI](#)

[Mission: Day by Day](#)



Option 2: Email Course



2: Email

- Responsive
- Accessible
- Scheduled

Examples:

PHII Email Course

Mission: Day by Day

FORMAT: GETTING STARTED EMAIL

Building Public Health Informatics Cases: Week 1

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Public Health Informatics Institute

Monday, Sep 25, 2017, 3:54 PM

> To: Sarah Colette Gilbert



GETTING STARTED

Reviewing the course and brainstorming about potential informatics investments at your agency

WELCOME!

As a leader within a public health agency, you undoubtedly identify opportunities where an investment in informatics is crucial to making progress toward the agency's or a program's mission and goals. Improved information systems are essential to responding to demands for timely, accurate information, working more effectively with healthcare and exchanging digital health information, and protecting and promoting the public's health in the face of emerging health threats and preventable health problems. Investments in informatics are critical to equip public health for the opportunities and challenges of the future. In an environment of limited funding, strained resources, and competing priorities, how do you position informatics as an investment worth making?

Enter the business case.

Simply put, a business case is a document that presents a structured, persuasive argument for why a project or group of projects should be undertaken. The most compelling business cases outline benefits to the organization that outweigh the investment needed and present a clear path to execute the work. They also serve to generate the support and commitment from key stakeholders to pave the way for a successful project.

One common complaint about standard business case methodology as it is used in the for-profit world is that it's an ill-fit for government work. This pure "dollars and cents" approach tends to break down when measuring non-revenue-based benefits such as those that result

tends to break down when measuring non-revenue-based benefits such as those that result from public health initiatives. In fact, a pure monetary calculation is a poor fit for the for-profit industry as well: capturing the true benefit of projects requires a broader point of view that considers tangibles and intangibles, quantitative and qualitative arguments alike. In this course, we'll share a perspective on business cases that combines solid practice with

creative, flexible approaches appropriate for public health. You'll receive an email each week for six consecutive weeks focused on a key concept related to business cases along with helpful templates, guides, or links to additional resources. Each week will also include suggested activities to help you get started building a strong business case of your own and connect you to others doing the same thing.

No matter what your level of experience with business cases, this email course will increase your understanding of common concepts, give you fresh ideas to consider, and help connect you to others working to build informatics capacity. At the end, you'll emerge with an outline for a business case that addresses an opportunity or pressing challenge at your agency.

Using a business case template as a guide, you can put together a thoughtful, comprehensive argument for necessary investments in informatics. Next week, we'll walk through the key sections of a business case.

SUGGESTED READING


1. [Building the Business Case for Public Health Information Systems](#)
2. [6 Essential Elements for a Winning Business Case](#)

ACTION PLAN

- Join the online forum to connect with others taking this course and interested in informatics business cases. To get started, complete two posts in the Forum called Building Public Health Informatics Business Cases in the thread: "Introductions, Give & Get"
 - Introduction. Include your name, health department/organization, title/role.
 - "Give & Get." Include a sentence or two explaining your knowledge/experience related to business cases AND at least one question related to business cases you'd like to address.
 - We've created [instructions](#) on how to create an account and access the forum.
- Jot down 5-10 different opportunities or problems in your agency that would benefit from an informatics investment.




Trigger: Immediately after subscribers are manually added to workflow

	S9W0D1 Schedule: Thu, at 6:15am Segment: None Action: None	66.7% Open rate	5.6% Click rate	0 Queue	18 Subscribers	Pause & Edit ▾
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Trigger: 1 day after subscribers are sent previous email

	S9W0D2 Schedule: Fri, at 6:00am Segment: None Action: None	72.2% Open rate	16.7% Click rate	0 Queue	18 Subscribers	Pause & Edit ▾
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Option 3: Course Builders



teachable



podia



3: Course Builders

- Email
- Free
- Accessible
- Responsive



Option 4: Help Desk + Knowledge Base



4: Help Desk / KB

- Responsive
- Accessible
- Engaging
- Performance Support

Examples:

Arnold Foundation

Learn xAPI



Other Concepts

Examples:

[Asana](#)

[GYST](#)

[Google Primer](#)

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How Do You Measure?



xAPI

Learning Record Stores

[Conformant LRS](#)

[Learn xAPI](#)

[xAPI.com](#)

Also: Google Analytics,
[Fathom](#), Hotjar



Data Viz

[Kibana](#)

[D3.js](#)

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Think outside the traditional course and LMS box(es)!

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